WE WERE TO BE THERE
Napa State June 15 76
THE AMAZING and TRUE STORY OF
Napa State Hospital
THE CRIMPS
THE MUTANTS
AND TARGET VIDEO

SUPER TRIPLE ROCK SHOW ATTRACTION!

3

SEE! the COMPLETE and UNEDITED LIVE NAPA PERFORMANCES FOR THE FIRST TIME EVER!

NOW! THE NAPA STATE TAPES

This is the most!

JUNE 13, 1978

CRAMPS PHOTOS: JILL HOFFMAN-SOMMA

LIVE 1978 23 MIN. B/W

1 CRAMPS

IN GLORIOUS BLACK and WHITE! FROM the TARGET VIDEO VAULTS OF '77

NEWLY REMASTERED! NEW CRAMPS FOOTAGE!

PREVIOUSLY UNSEEN CRAMPS SONG!

WARNING! NOTHING LIKE THIS EVER SHOWN BEFORE!

MUTANTS Napa State VIDEO RECORDINGS LOST SINCE 1978!

NOW FOUND!

THE GREATEST LIVE SHOW OF THEM ALL!

BANGI BANGI YOURE the MUTANTS

MUTANTS COME FROM NEUTRON WAVE

AT LAST!

LIVE 1978 22 MIN. B/W

2 MUTANTS

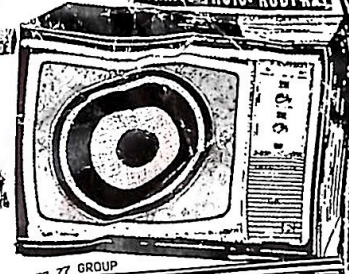
3 2021 DOCUMENTARY 22 MIN. COLOR

ALL ORIGINAL JOE REES/ TARGETVIDEO77 SHOT AND EDITED MATERIAL HAS BEEN REMASTERED BY THE PUNK MEDIA RESEARCH COLLECTION AT USC HUGH M HEFNER MOVING IMAGE ARCHIVE

MUTANTS PHOTO: RUBY RAY

THE AMAZING and TRUE STORY OF Napa State Hospital CRAMPS MUTANTS AND TARGET VIDEO

WE WERE THERE TO BE THERE



Design: JASON WILLIS

ALL LIVE FOOTAGE ORIGINALLY DOCUMENTED, PRODUCED, DIRECTED AND EDITED BY JOE TARGET REES TARGETVIDEO77.COM INTL LLC WITH ASSISTANCE BY THE TARGET VIDEO 77 GROUP

01

TARGET VIDEO

JOE REES

WE WERE THERE TO BE THERE

02

TARGET VIDEO

JILL HOFFMAN-KOWAL

WE WERE THERE TO BE THERE

PHOTOGRAPHER: JILL HOFFMAN-KOWAL

JILL HOFFMAN-KOWAL'S PHOTOGRAPHY DOCUMENTS THE PERFORMANCES AND PERSONALITIES CONNECTED TO THE BIRTH OF THE SAN FRANCISCO PUNK SCENE. HER CAREER AS AN ARTIST BEGAN IN THE EARLY 1970'S WHILE ATTENDING CCAC IN OAKLAND, CA WHERE SHE COLLABORATED WITH JOE REES TO FOUND TARGET VIDEO. FROM THE MID-1980'S TO THE PRESENT, SHE HAS ALSO CREATED AN EXTENSIVE BODY OF WORK CONSISTING OF TEXTURAL AND MINIMALIST PAINTINGS.

PHOTO CREDITS: 02, 03, 05, 06, 07, 08, 09, 11, 17, 26, 29, 30

OBVERSE PHOTOGRAPHY © JILL HOFFMAN-KOWAL

TARGET VIDEO

SAM EDWARDS

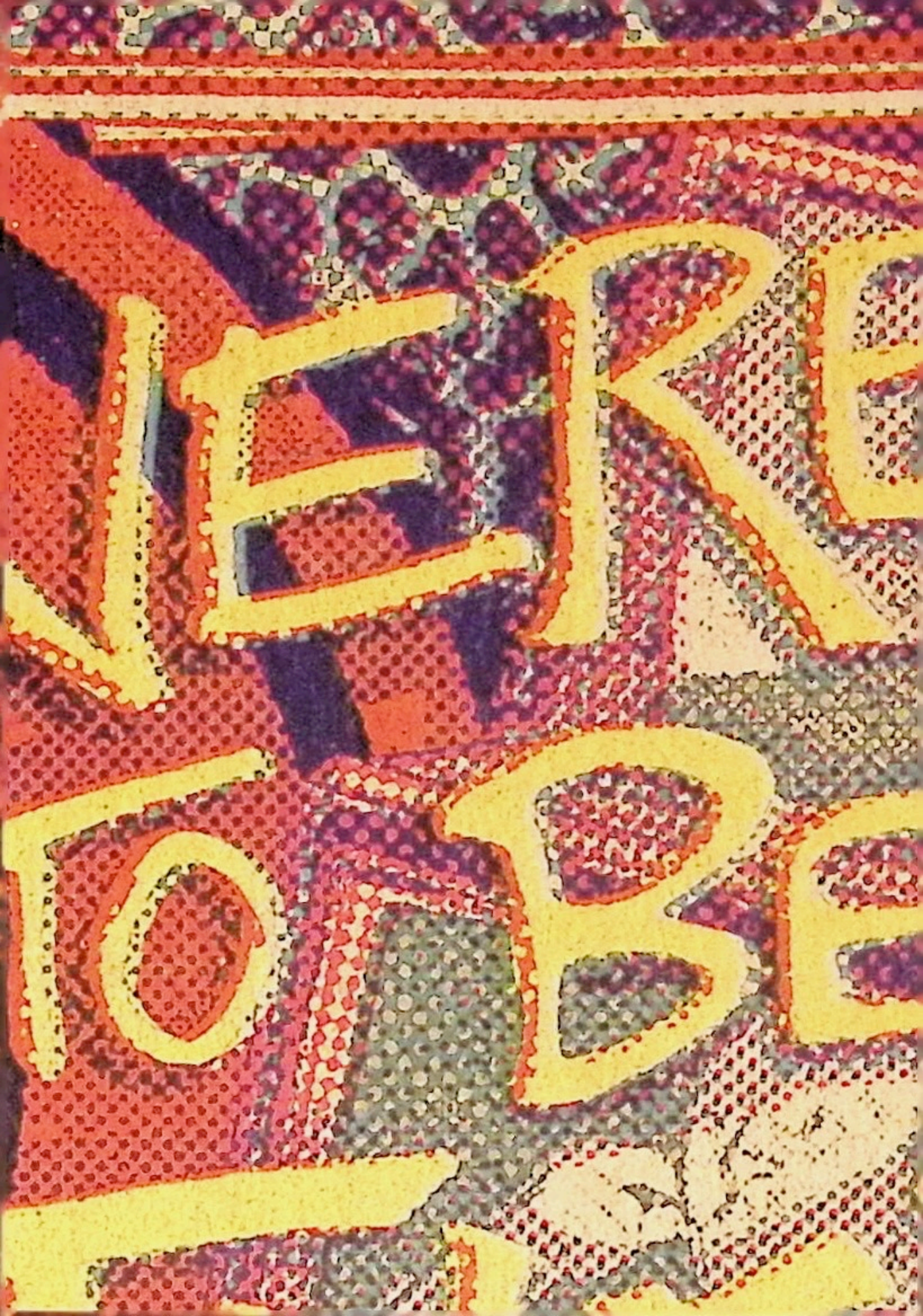
WE WERE THERE TO BE THERE

04

TARGET VIDEO

JACKIE SHARP

WE WERE THERE TO BE THERE



TARGET VIDEO

TARGET VIDEO • 1977

WE WERE THERE TO BE THERE

TARGET VIDEO

TARGET VIDEO IS A SAN FRANCISCO-BASED STUDIO FOUNDED BY ARTISTS JOE TARGET REES, JILL HOFFMAN-KOWAL AND SAM EDWARDS IN 1977. LATER JOINED BY JACKIE SHARP AND OTHERS, TARGET DOCUMENTED, ARCHIVED AND RELEASED SEMINAL PERFORMANCE ART, UNDERGROUND HAPPENINGS AND PUNK ROCK BANDS ON VIDEO AND FILM. TARGET'S HIGH-QUALITY AND MULTI-CAMERA FOOTAGE PRESERVES MANY AVANT-GARDE EVENTS THAT WOULD HAVE OTHERWISE BEEN LOST, WITH REES INCORPORATING A FAST-CUT MONTAGE-HEAVY EDITING STYLE UNCOMMON FOR THE ERA.

OBVERSE PHOTOGRAPHY © JILL HOFFMAN-KOWAL

06

CRAMPS

LUX INTERIOR

WE WERE THERE TO BE THERE

07

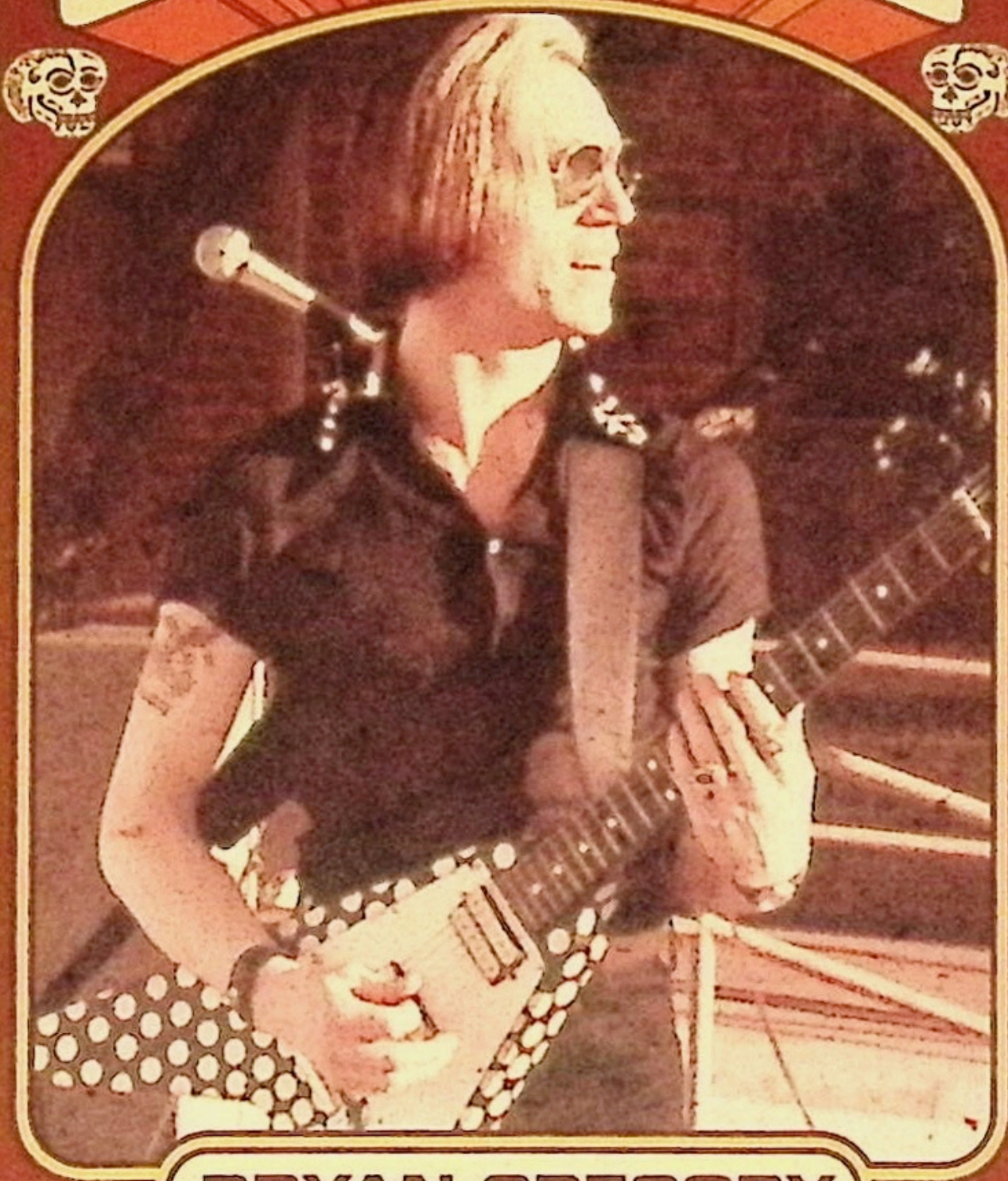
CRAMPS

IVY RORSCHACH

WE WERE THERE TO BE THERE

08

CRAMPS



BRYAN GREGORY

WE WERE THERE TO BE THERE

09

CRAMPS

NICK KNOX

WE WERE THERE TO BE THERE

CRAMPS

THE CRAMPS

WE WERE THERE TO BE THERE

THE CRAMPS

FORMED IN 1976, THE CRAMPS WERE PART OF THE EARLY NEW YORK PUNK ROCK MOVEMENT SURROUNDING CBGB'S. THEIR LINE-UP ROTATED FREQUENTLY DURING THEIR EXISTENCE, WITH THE HUSBAND-AND-WIFE DUO OF LUX INTERIOR AND LEAD GUITARIST (AND OCCASIONAL BASS GUITARIST) POISON IVY COMPRISING THE ONLY EVER-PRESENT MEMBERS. WIDELY RECOGNIZED AS ONE OF THE PRIME INNOVATORS OF PSYCHOBILLY, THEIR WIDE-RANGING AESTHETIC AND MUSICAL INFLUENCE ACROSS MULTIPLE GENERATIONS OF MUSIC FANS CANNOT BE OVERSTATED.

OBVERSE PHOTOGRAPHY © JIM JOCOY

MUTANTS

FRITZ FOX

WE WERE THERE TO BE THERE

MUTANTS

SALLY WEBSTER

WE WERE THERE TO BE THERE

PHOTOGRAPHER: JIM JOCOY

JIM JOCOY'S INTEREST IN PHOTOGRAPHY BEGAN WHILE A STUDENT AT UC SANTA CRUZ IN 1977, WHEN HE STARTED TO DOCUMENT THE BURGEONING PUNK SCENES IN BOTH SAN FRANCISCO AND LOS ANGELES. JOCOY'S EXTENSIVE ARCHIVE OF PORTRAITS REVEAL AN INTIMATE ANTHROPOLOGICAL ACCOUNT OF THE MOST POTENT SUBCULTURE OF THE LATE 20TH CENTURY, WITH HIS SUBJECTS UNIQUELY DISPLAYED AMIDST THE CHAOTIC ENVIRONMENTS THEY INHABIT.

PHOTO CREDITS:

01, 10, 12, 20

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MUTANTS

SUE WHITE

WE WERE THERE TO BE THERE

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MUTANTS

JOHN GULLAK

WE WERE THERE TO BE THERE

MUTANTS

BRENDAN EARLEY

WE WERE THERE TO BE THERE

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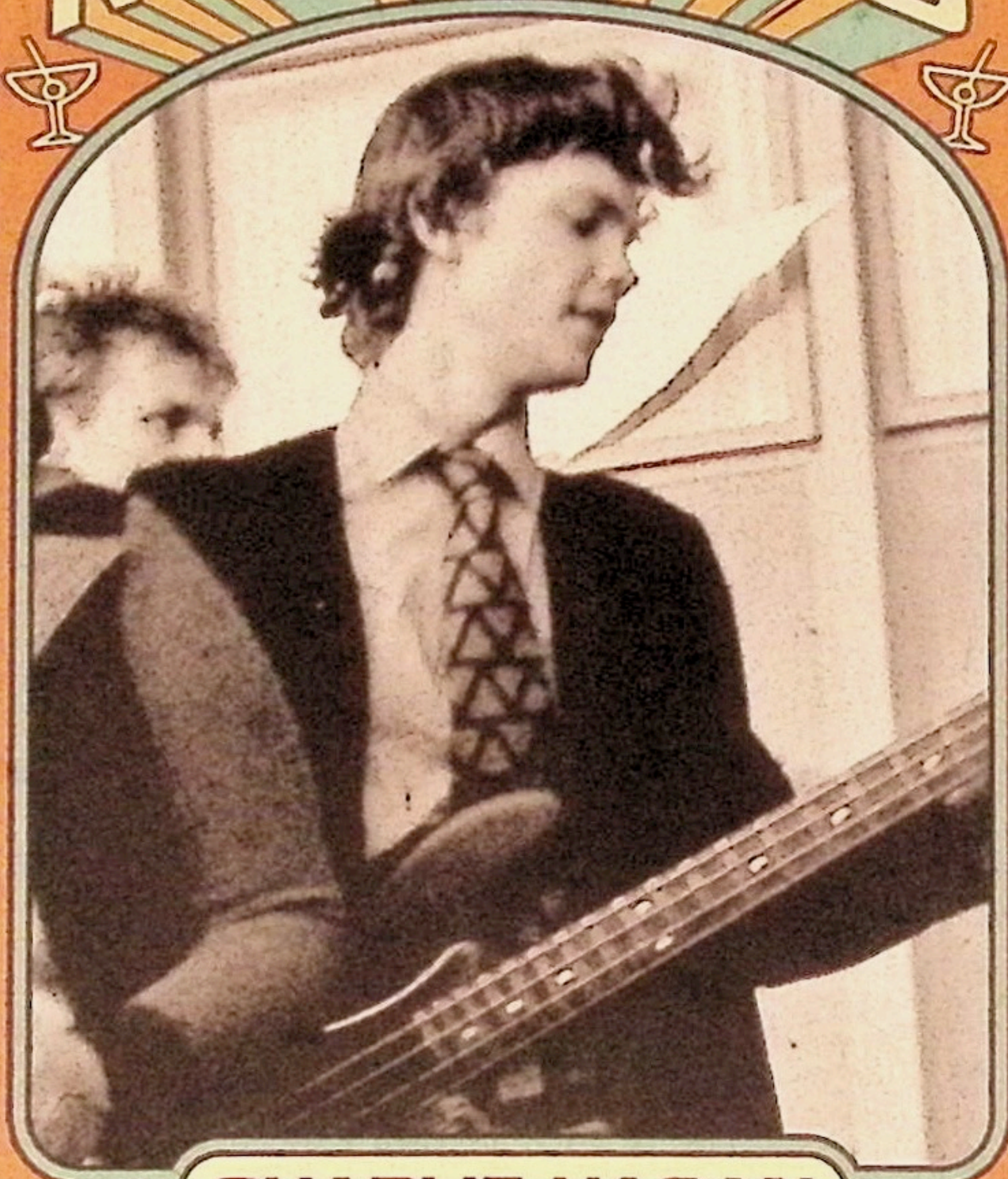
MUTANTS



CHARLIE HAGAN

WE WERE THERE TO BE THERE

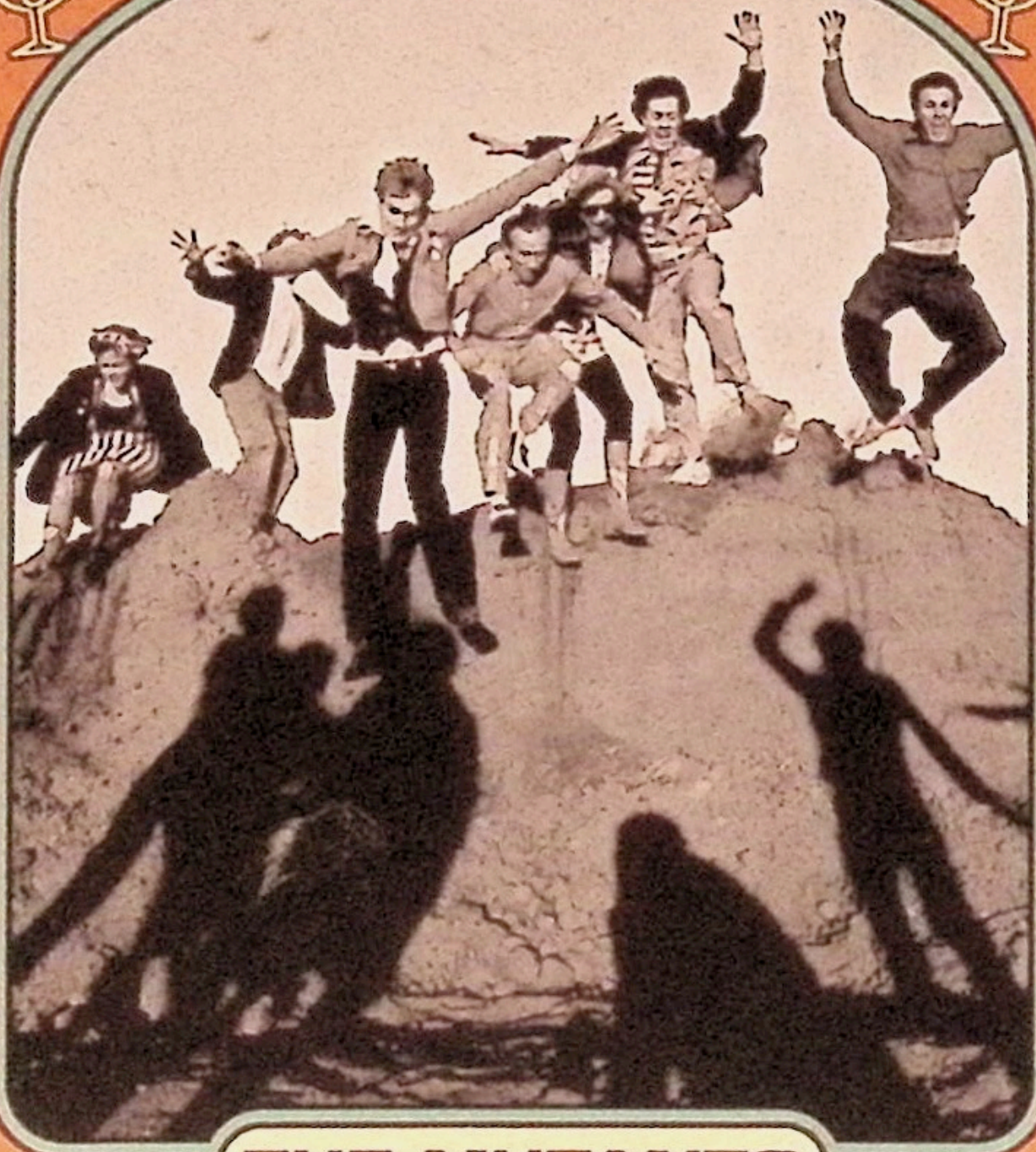
MUTANTS

DAVE CAROTHERS

WE WERE THERE TO BE THERE

NAPA STATE
JUNE 1878

MUTANTS



THE MUTANTS

WE WERE THERE TO BE THERE

MUTANTS

FORMING IN 1977, SAN FRANCISCO'S MUTANTS ARE RIGHTLY CONSIDERED ONE OF THE GREAT ART SCHOOL PUNK BANDS OF THEIR ERA. BOASTING A UNIQUE SEVEN-MEMBER/THREE-VOCALIST LINEUP, EACH MUTANTS PERFORMANCE WAS TREATED AS A DISTINCT EVENT; MARRYING INSPIRED THEMES, VISUALS AND UNPREDICTABLE STAGE ANTICS (RITUALIZED TELEVISION DESTRUCTIONS, ASSAULTING THE AUDIENCE WITH ROTTEN FISH, SQUABBLING OVER THE ONE REMAINING OPERABLE MICROPHONE) WITH A GIFTED BARRAGE OF INVENTIVE AND MEMORABLE SONGWRITING.

OBVERSE PHOTOGRAPHY © RUBY RAY

415 RECORDS

HOWIE KLEIN

WE WERE THERE TO BE THERE

415 RECORDS

HOWIE KLEIN IS AN AMERICAN WRITER, CONCERT PROMOTER, DISC JOCKEY, MUSIC PRODUCER, RECORD LABEL FOUNDER, RECORD LABEL EXECUTIVE, PROGRESSIVE POLITICAL ACTIVIST, ADJUNCT PROFESSOR OF MUSIC, AND A FAN OF PUNK ROCK. HE WAS ONE OF THE CO-FOUNDERS OF THE FIRST PUNK RADIO SHOWS IN AMERICA (*THE OUTCASTES* ON KSAN IN SAN FRANCISCO), AN INDIE LABEL (*415 RECORDS*), AND A NEW WAVE FANZINE, (*NEW WAVE*). HE IS PERHAPS BEST KNOWN FOR HIS ROLE AS PRESIDENT OF REPRISE RECORDS AND FOR HIS ADVOCACY OF FREE SPEECH PROTECTION.

OBVERSE PHOTOGRAPHY COURTESY OF HOWIE KLEIN

SEARCH & DESTROY

V. VALE

WE WERE THERE TO BE THERE

SEARCH & DESTROY

V. "VALHALLA" VALE IS AN AMERICAN EDITOR, WRITER, INTERVIEWER, MUSICIAN AND PUBLISHER. HIS SAN FRANCISCO PUNK ZINE *SEARCH & DESTROY* BEGAN PUBLISHING IN 1976, IMMEDIATELY SETTING A HIGH STANDARD WITH ITS VISUAL STYLE AND JOURNALISTIC DEPTH. WHILE *SEARCH & DESTROY* PRIMARILY SOUGHT TO DOCUMENT THE FLEDGLING WEST COAST PUNK SCENE, VALE'S SUBSEQUENT *RE/SEARCH PUBLICATIONS* IMPRINT HAS AN EXPANDED SCOPE; PROFILING AN EXTENSIVE ARRAY OF OUTSIDER, UNDERGROUND AND CUTTING-EDGE CULTURE.

OBVERSE PHOTOGRAPHY © JIM JOCOY

SURVIVAL RESEARCH LABORATORIES

MARK PAULINE

WE WERE THERE TO BE THERE

Survival Research Laboratories

SURVIVAL RESEARCH LABORATORIES WAS CONCEIVED OF AND FOUNDED BY MARK PAULINE IN NOVEMBER 1978. SINCE ITS INCEPTION, SRL HAS OPERATED AS AN ORGANIZATION OF CREATIVE TECHNICIANS DEDICATED TO REDIRECTING THE TECHNIQUES, TOOLS, AND TENETS OF INDUSTRY, SCIENCE, AND THE MILITARY AWAY FROM THEIR TYPICAL MANIFESTATIONS IN PRACTICALITY, PRODUCT OR WARFARE. SINCE 1979, SRL HAS STAGED OVER 45 MECHANIZED PRESENTATIONS IN THE UNITED STATES AND EUROPE. HUMANS ARE PRESENT ONLY AS AUDIENCE OR OPERATORS.

OBVERSE PHOTOGRAPHY © RUBY RAY

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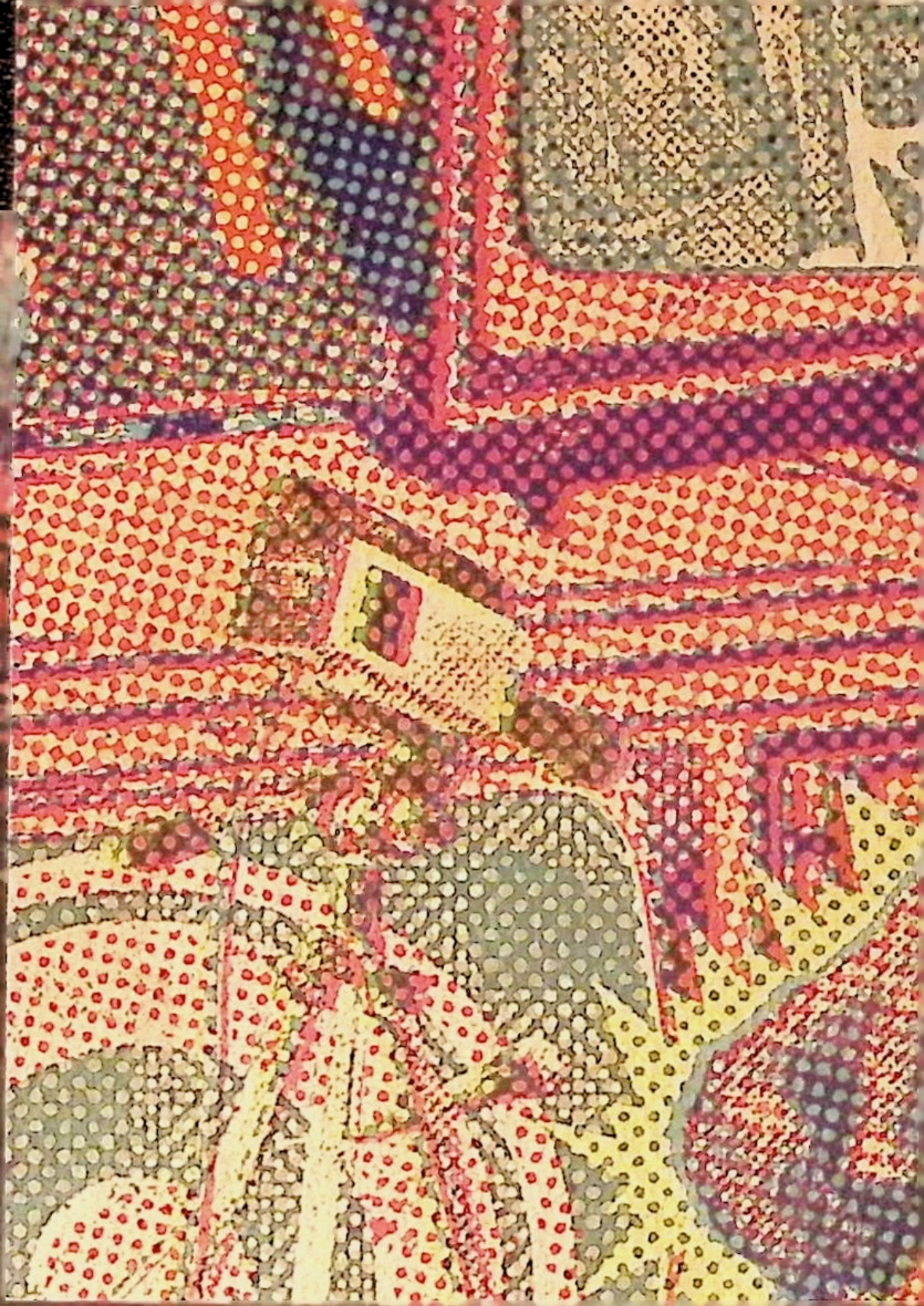
STUART HALL LIONS

LINCOLN MITCHELL

WE WERE THERE TO BE THERE

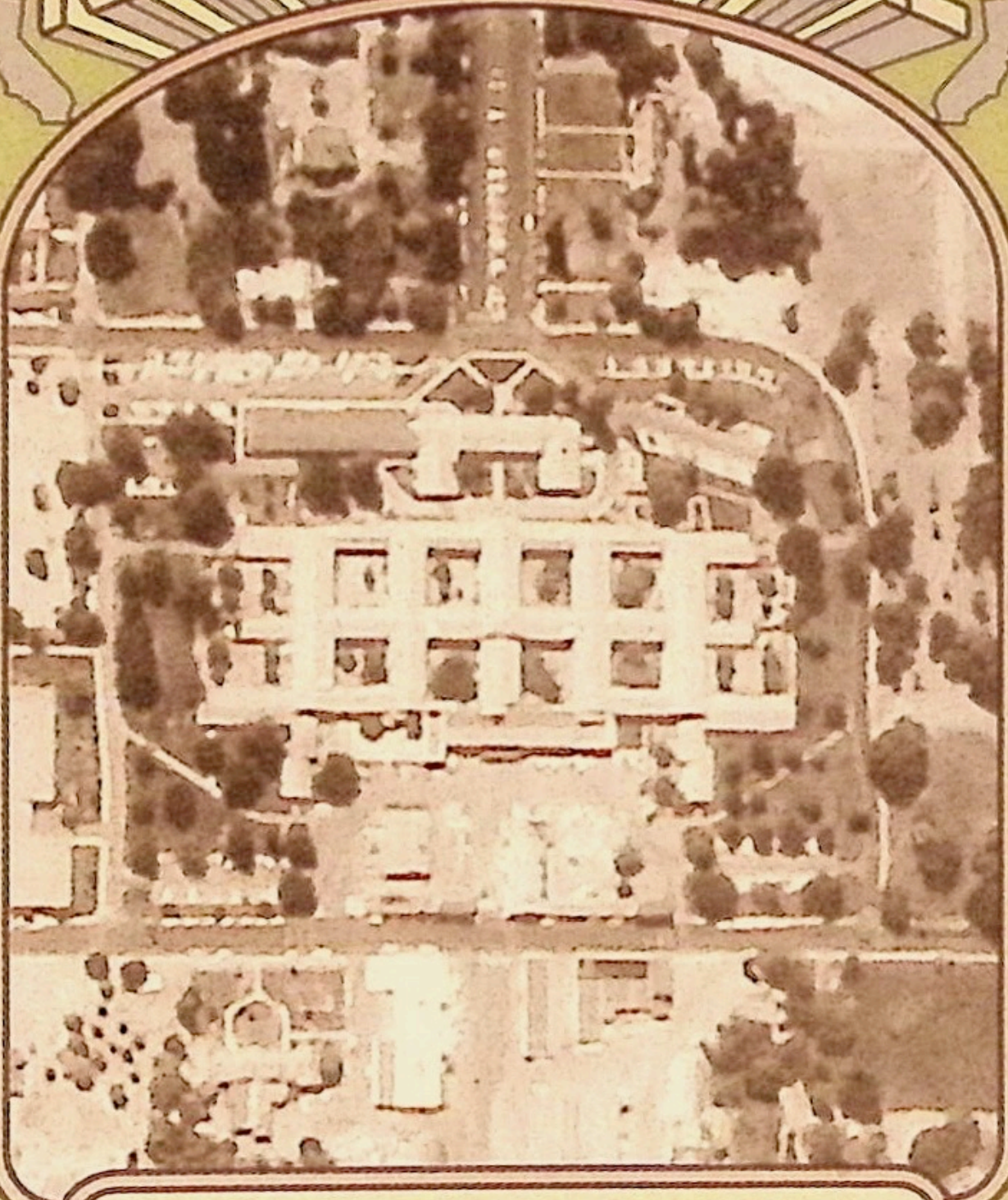


NAPA HOSPITAL

ALAN GILL

WE WERE THERE TO BE THERE

NAPA HOSPITAL



NAPA STATE HOSPITAL

WE WERE THERE TO BE THERE

Napa State Hospital

ORIGINALLY NAMED NAPA INSANE ASYLUM, THE NAPA STATE HOSPITAL OPENED ON NOVEMBER 15, 1875 AND WAS ORIGINALLY BUILT TO RELIEVE OVERCROWDING AT STOCKTON ASYLUM. FACILITIES ON THE PROPERTY INCLUDED A LARGE FARM THAT CONTAINED POULTRY AND DAIRY RANCHES, A VEGETABLE GARDEN, AND FRUIT ORCHARDS WHICH PROVIDED A LARGE PART OF THE FOOD SUPPLY CONSUMED BY THE RESIDENTS. NAPA WAS DEINSTITUTIONALIZED AFTER THE LANTERMAN-PETRIS-SHORT ACT TOOK EFFECT, EFFECTIVELY FLOODING THE STATE WITH ITS FORMER RESIDENTS.

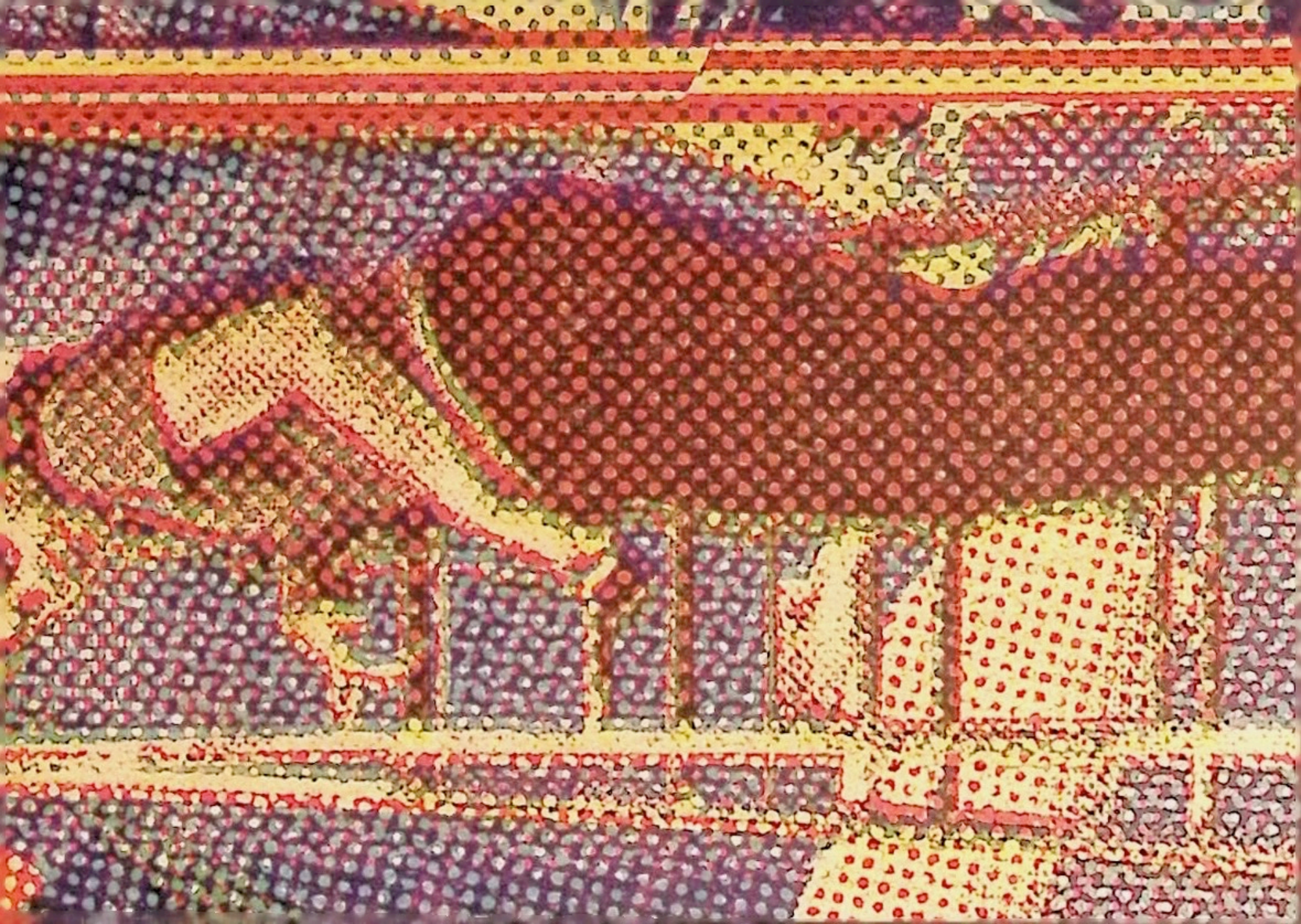
OBVERSE PHOTOGRAPHY COURTESY NSH

U.S. GOVERNMENT

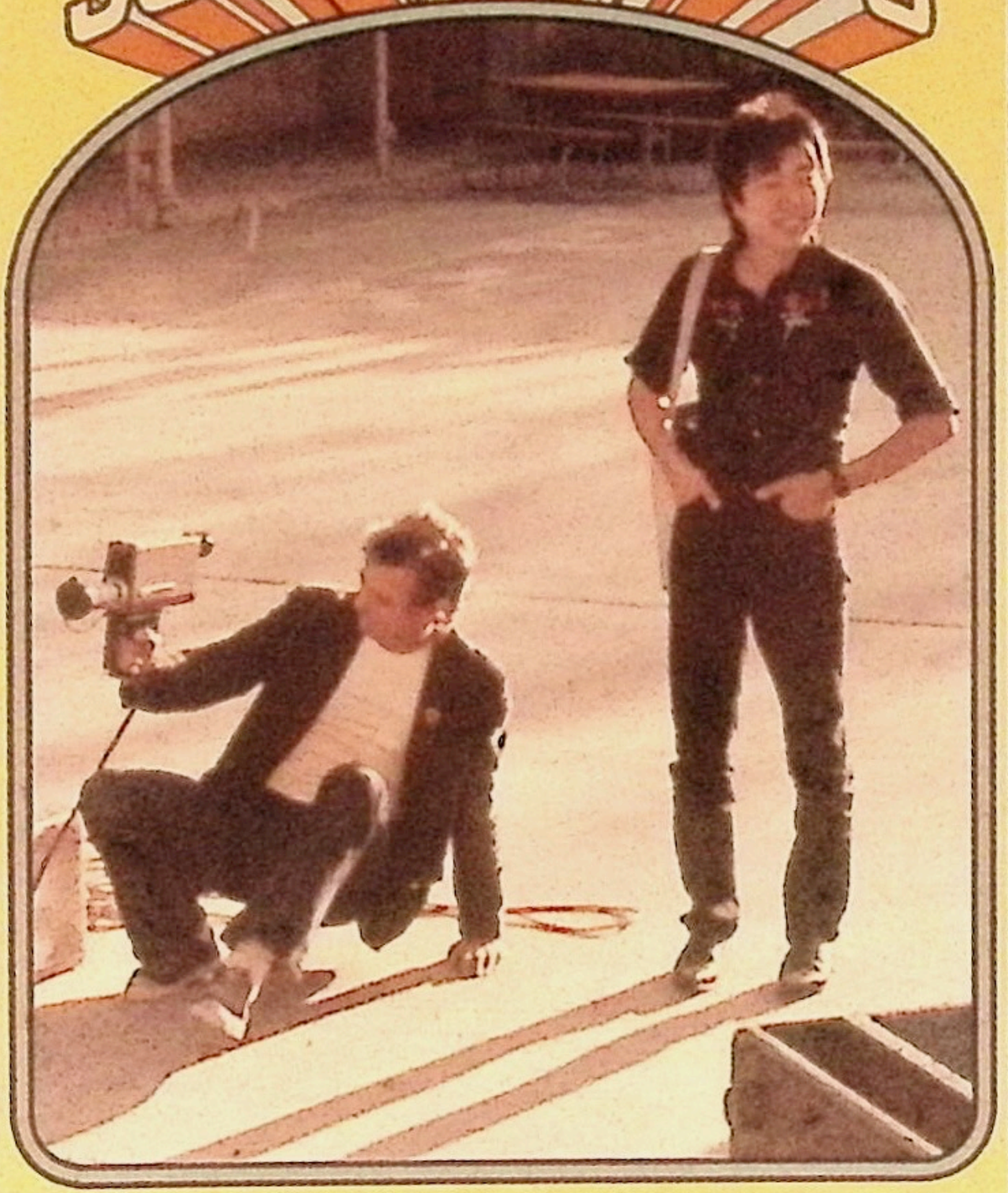
Governor Ronald Reagan's recent cuts in the mental health budget for California will strip at least $2 million from San Francisco services for the mentally ill and will "virtually destroy" many of the city's most successful clinics, officials declared yesterday.

RONALD REAGAN

WE WERE THERE TO BE THERE



JUNE 13, 1978



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JUNE 13, 1978

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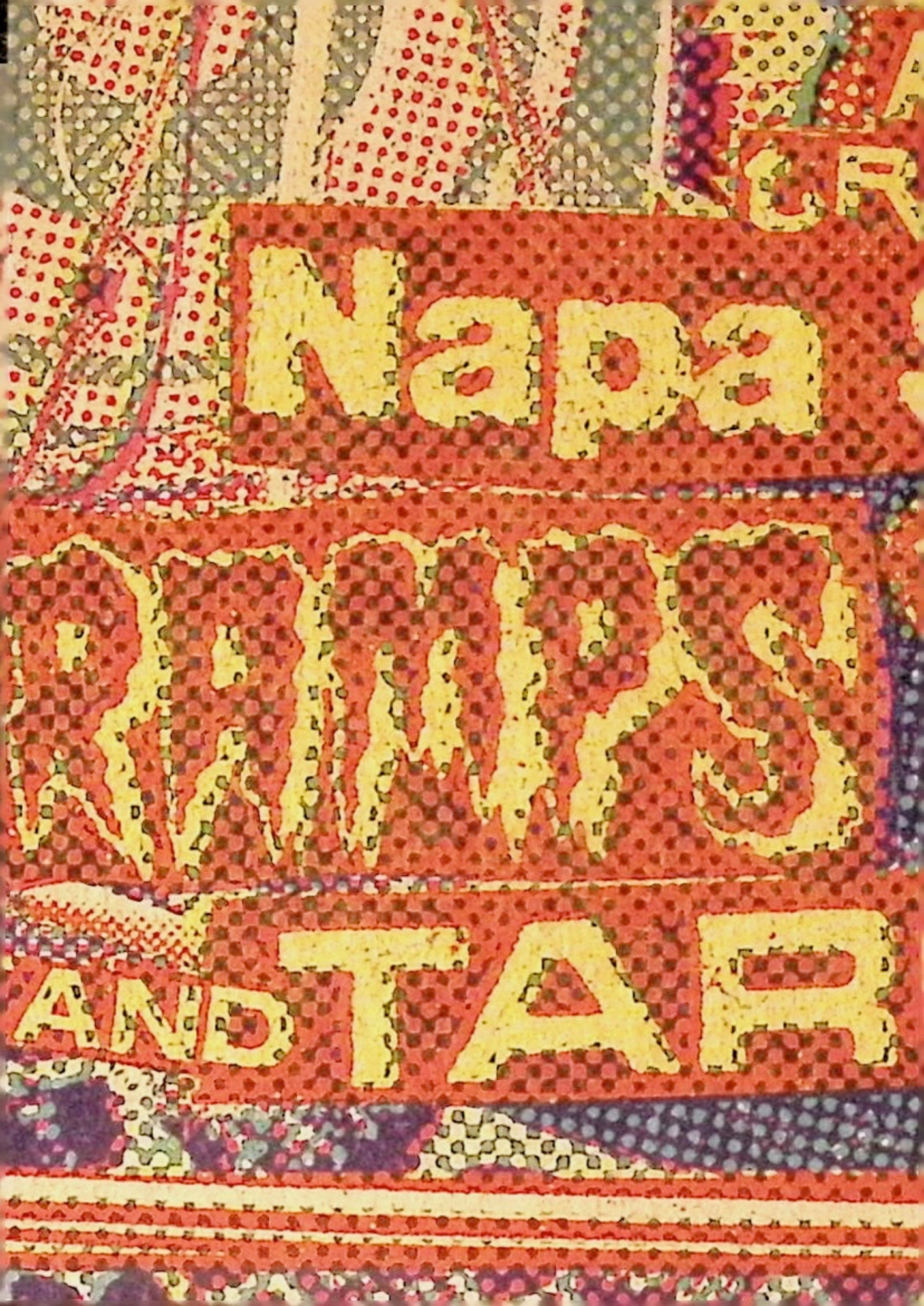

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JUNE 13, 1978

WE WERE THERE TO BE THERE

PHOTOGRAPHER: RUBY RAY

RUBY RAY BEGAN TO CAPTURE ICONIC MOMENTS FROM THE NASCENT SAN FRANCISCO PUNK SCENE IN THE 1970'S, GAINING WIDE ACCLAIM FOR HER STRONG VISUAL STYLE. RAY'S PORTRAITS AND CANDID SHOTS WERE FREQUENTLY FEATURED IN THE SEMINAL PUNK ZINE *SEARCH & DESTROY*, FORGING A PHOTOGRAPHIC LANGUAGE THAT CAME TO DEFINE EARLY BAY AREA PUNK ROCK AND INDUSTRIAL CULTURE. RAY'S VISUAL WORK ALSO EXTENDS INTO LIVE PROJECTION SHOWS AND FRACTAL ART.

PHOTO CREDITS:

13, 15, 16, 18, 21, 27, 28

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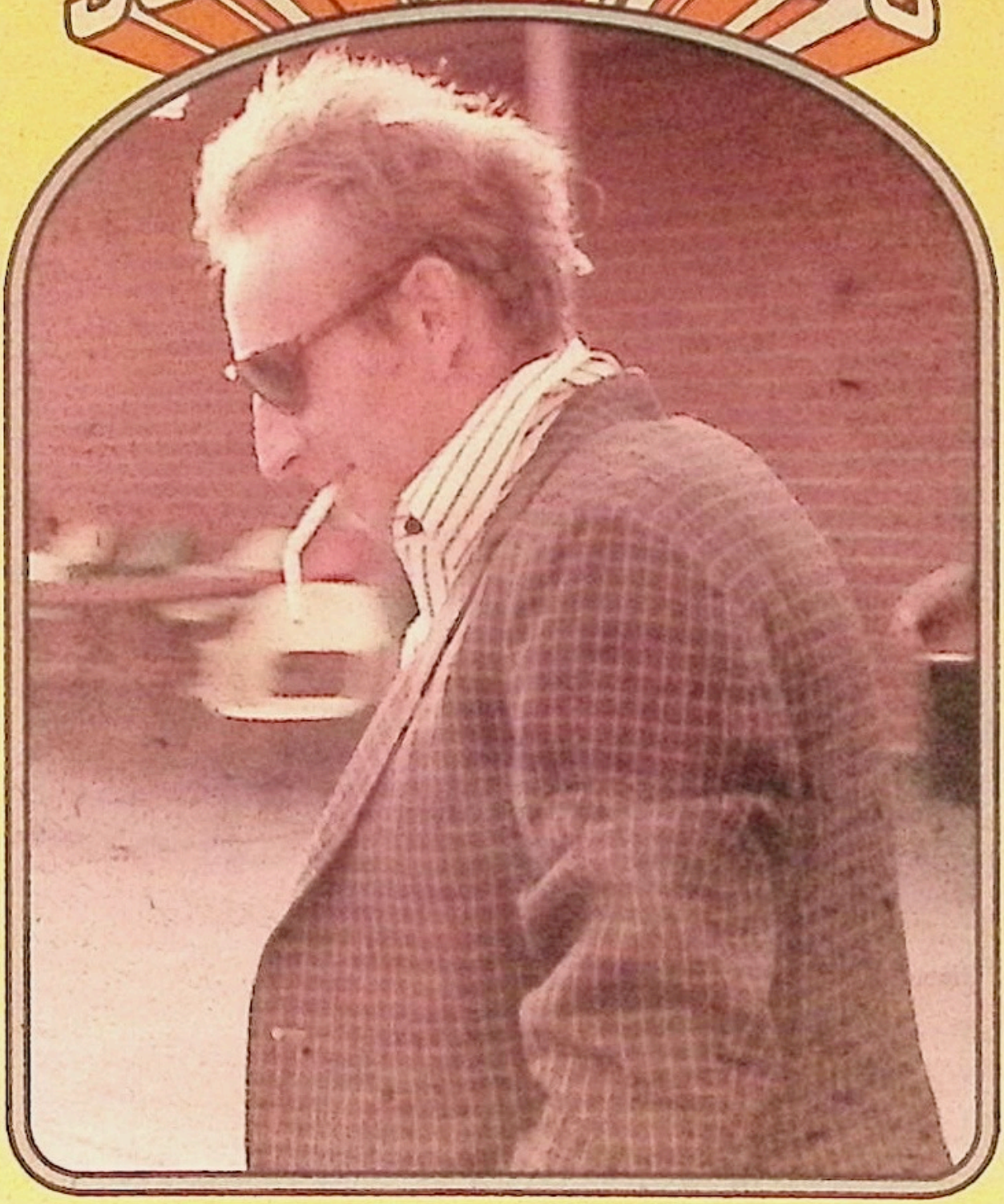

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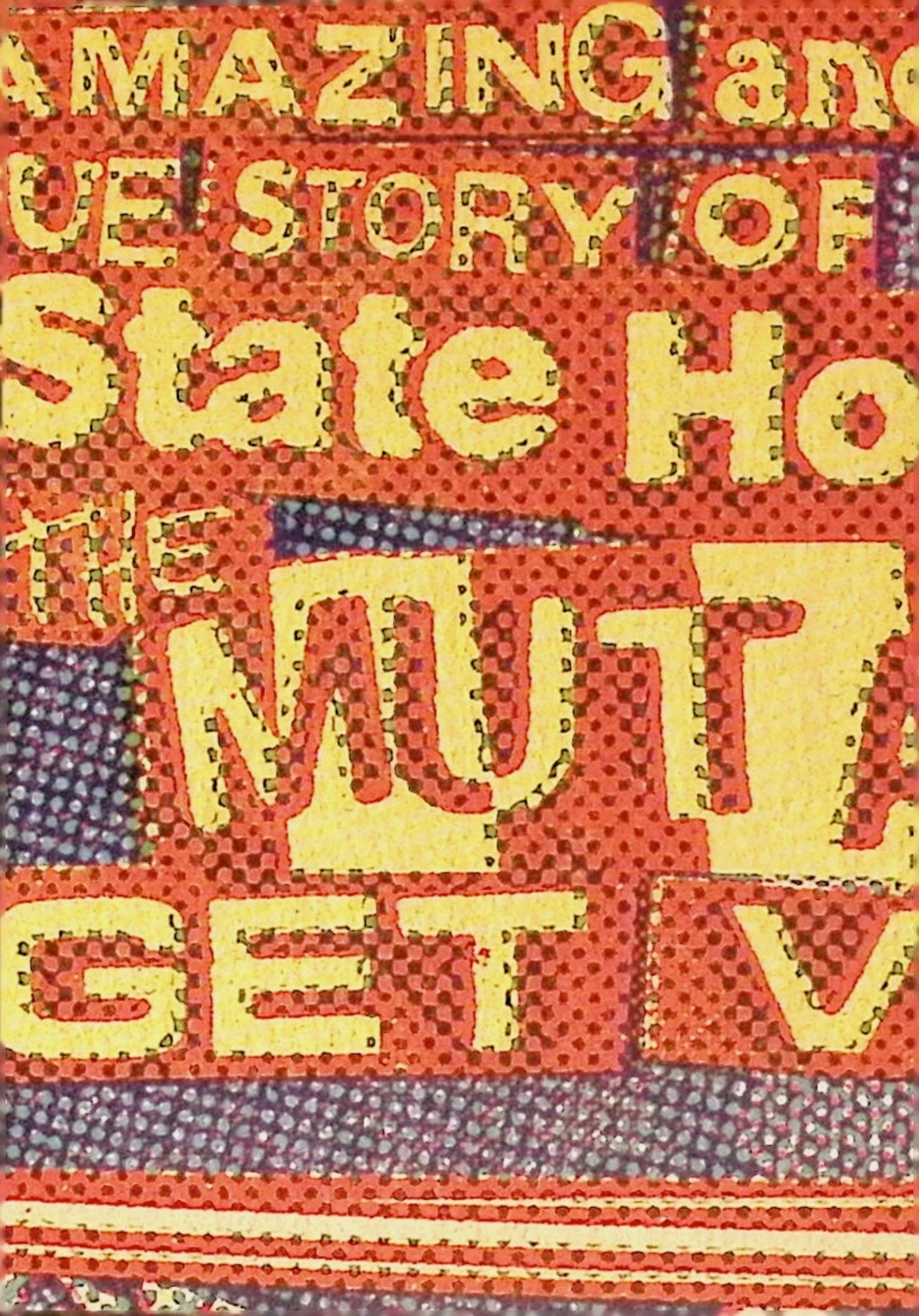
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WE WERE THERE TO BE THERE

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